

A Bold Commercial Ladies' and Children's Wear Sacrifice! ... involving Our Entire Stock ... Nothing Ever Like It Before!

It's Our Greatest SALE!

LORDS

FOR THE LADIES and CHILDREN

The Big Boys **ORDERS...**

WE MINCE NO WORDS...

This is not a matter of choice with us, but we are compelled through circumstances beyond our control to submit to this PRICE SMASHING EVENT. Heavy Buying has caused this situation. A new, clean, up-to-date stock is now our pride at all times. Now our New Holiday merchandise with our MUST CLEAR THE DECKS OF our present inventory... TO BE SOLD IMMEDIATELY without any delay... Everything means nothing now... The loss in slight drastically reduced for fast selling... Yes, we have but one aim—to cut and slash prices to the bone... We urge our friends and patrons to take advantage of this Great Event... It's a sale that will make you think one of the most startling Money Saving Declarations ever published in this area.

"CLEAR" the DECKS OF ALL INVENTORY

Look for the Sale Signs
8801
SOUTH VERMONT

DRASTIC ACTION IS NECESSARY!

EVERY ARTICLE IN THIS STORE WILL BE MARKED TO SELL, AND SELL WE WILL!

NEVER BEFORE A **SALE** LIKE THIS

"MUST" IS MASTER NOW!

NO IF'S BUTS OR MAYBE

IT'S GOTTA GO

REGARDLESS OF LOSS

OVER \$100,000 STOCK LADIES' AND CHILDREN'S WEAR —MUST BE SOLD QUICK—

PROFITS SACRIFICED... UNBELIEVABLE BARGAINS!

Remember, this advertisement is merely a sample of the terrific bargains that await you... There are plenty more that space does not permit us to list. Come, be convinced!

EVERY ARTICLE IN THIS STORE WILL BE MARKED TO SELL, AND SELL WE WILL... ABSOLUTELY THE ENTIRE STOCK IS INCLUDED IN THIS SALE... COME, YOU SKEPTICS, YOU CRITICS, YOU UNBELIEVERS, LET YOUR EYES BE YOUR JUDGE...

Open Friday & Monday Evening 'til 9 P.M.

LADIES' SKIRTS
You'll grab them at first sight... You'll find all wools, rayons, jerseys, nylons, in checks, solids, etc. pleated, and other good styles.
ONE GROUP VAL. TO 10.95
SALE PRICE... \$1.55

LADIES' SLACKS
Gabardines, corduroys, in many colors.
ONE GROUP VALUES TO 10.95
SALE PRICE... \$2.66

LADIES' LINGERIE
• Slips
• Gowns
Most of our huge stock of better lingerie... famous well known make... grouped into the following sale prices... you'll find all nylons, nylon trimmed, full length and half slips... beautiful gowns with novelty lace trim, white and colors.
ONE GROUP VALUES TO 5.95
SALE PRICE... \$1.77

WOMEN! THIS WILL REALLY AMAZE YOU
DRESSES
All taken from our higher price groups of our regular stock... You'll find many styles & fabrics... Hurry while they last!
ONE GROUP VALUES TO 17.95
SALE PRICE... \$1.00

BOYS' WESTERN JEANS
Famous brand, 8-oz. denim... knee guaranteed for the life of the jeans...
Reg. \$2.98
SALE PRICE... \$1.00

BOYS' TEE SHIRTS
Fine combed cottons, solid colors and novelty stripes... Also included are Sweat Shirts.
ONE GROUP VALUES TO 1.95
SALE PRICE... 66¢

BOYS' UNDERWEAR
• Knit Briefs • Shorts
Famous brands, finest quality.
ONE GROUP VALUES TO 59¢
SALE PRICE... 33¢

BOYS' PAJAMAS
Fine quality broadcloth, sizes to 14.
ONE GROUP VALUES TO 3.95
SALE PRICE... \$1.88

BOYS' SPORT SHIRTS
Plaid flannelettes, and cottons, in bright colors.
ONE GROUP VALUES TO 2.95
SALE PRICE... \$1.66

BOYS' JACKETS
A large showing of all wools, gabardines, zelans, some with fur collars... quilted lined, size 3 to 18.
ONE GROUP VALUES TO 3.95
SALE PRICE... \$1.88

ONE GROUP VALUES TO 19.95
SALE PRICE... \$7.55

ONE GROUP VALUES TO 24.95
SALE PRICE... \$9.55

ONE GROUP VAL. TO 29.95
SALE PRICE... \$11.55

ONE GROUP VALUES TO 59.95
SALE PRICE... \$15.00

ONE GROUP VALUES TO 14.95
SALE PRICE... \$5.00

ONE GROUP VALUES TO 19.95
SALE PRICE... \$7.77

ONE GROUP VALUES TO 5.95
SALE PRICE... \$1.66

Sale Starts FRIDAY, OCT. 29th
— AT 10:00 A.M. —
And Continues from Day-to-Day until We Accomplish Our Purpose of Clearing Out a Large Portion of Our Inventory...

ANOTHER MEN'S STOCK
We don't usually carry Men's Wear but...
Look At These Prices!
SHIRTS
Sport and dress. Long sleeve, wools, orlons, fine broadcloths. Values to 10.95.
SALE PRICE... \$2.00

SPORT JACKETS
Wools, orlons. One group. Values to \$35.00.
SALE PRICE... \$10

MANY OTHER MEN'S ITEMS AT GIVEAWAY PRICES FOR THIS GREAT SALE!

GIRLS' ALL NYLON SLIPS
White only, many half slips included.
ONE GROUP VALUES TO 33.50
SALE PRICE... \$144

GIRLS' AND TOTS' ALL WOOL COATS
A large showing of brand new coats for the younger set... many fur trimmed... velvet collars, etc... fine fabrics, in plaids, checks, and solid colors... sizes 3 to 14.
ONE GROUP VALUES TO 12.95
SALE PRICE... \$6.88

ONE GROUP VALUES TO 17.95
SALE PRICE... \$9.88

ONE GROUP VALUES TO 2.95
SALE PRICE... 77¢

ONE GROUP VALUES TO 5.95
SALE PRICE... \$1.66

LADIES' HANDBAGS
All Fall Bags now being sacrificed at this low, low price.
ONE GROUP VAL. TO 5.95
SALE PRICE... 50¢

LADIES' NYLON HOSE
Good quality. Be here when the doors open... limit 2 pr. to a customer.
ONE GROUP VAL. TO 1.50
SALE PRICE... 25¢ pr.

LADIES' Maternity Smocks
Lovely patterns at this low, low price. Sizes 10 to 18.
ONE GROUP VAL. TO 5.95
SALE PRICE... 1.00

LADIES' SWIM SUITS
Now is the time to stock up on this super value. Lovely latex & prints in all styles. SIZES 32 to 38.
ONE GROUP VAL. TO 14.95
SALE PRICE... 2.00

LADIES' BOUFFANT SLIPS
Nylons and Pellon... Hurry while they last...
ONE GROUP VAL. TO 8.95
SALE PRICE... \$1.88

LADIES' BETTER SKIRTS
A gorgeous selection to choose from... superb fabrics, such as all wools, wool mixtures, nylons, orlons, in solid colors, plaids, checks, tweeds, flannels, men's wear fabric... brand new fall styles of famous makes.
ONE GROUP VALUES TO 10.95
SALE PRICE... \$2.89

ONE GROUP VALUES TO 12.95
SALE PRICE... \$3.89

ONE GROUP VALUES TO 14.95
SALE PRICE... \$4.89

LADIES' BETTER BLOUSES
Famous named brands, hundreds and hundreds to choose from... short and long sleeve styles, tailored and dressy fashions, in all the leading fabrics and colors... many wool jerseys included.
ONE GROUP VALUES TO 4.95
SALE PRICE... \$1.33

ONE GROUP VALUES TO 7.95
SALE PRICE... \$2.33

ONE GROUP VALUES TO 10.95
SALE PRICE... \$3.33

LADIES' SWEATERS
Slip on and cardigan styles... all wools, nylons, orlons, beautiful colors.
ONE GROUP VALUES TO 5.95
SALE PRICE... \$1.88

LADIES' BLOUSES
Be here when the doors open... Blouses taken from our higher price groups... cottons, nylons, etc. in many styles...
ONE GROUP VAL. TO 2.95
SALE PRICE... 50¢

LADIES' PANTIES
You'll buy them by the dozen first quality, rayons, and some nylons in the lot... novelty trims.
ONE GROUP VAL. TO 79¢
SALE PRICE... 25¢

BRASSIERES
Famous brands... strapless and others... Nylons, cottons, satins...
ONE GROUP VAL. TO 4.00
SALE PRICE... 50¢

LADIES' PAJAMAS
Fine broadcloth and rayons in solid colors, and fancies.
ONE GROUP VALUES TO 4.95
SALE PRICE... \$1.88

LADIES' PEDAL PUSHERS
Corduroys, wool plaids, gabardines, novelty styles.
ONE GROUP VALUES TO 5.95
SALE PRICE... \$2.88

GIRLS' AND TOTS' SWEATERS
Slip-on cardigan, in all wools, nylons, in beautiful colors, many with novelty details.
ONE GROUP VALUES TO 4.95
SALE PRICE... \$1.77

GIRLS' ROBES
Cotton quilted types, in smart prints... also chenilles.
ONE GROUP VALUES TO 5.95
SALE PRICE... \$2.88

GIRLS' FLANNELETTE PAJAMAS
Fine heavy quality, in print flannelettes... sizes to 16.
ONE GROUP VALUES TO 3.50
SALE PRICE... \$1.66

CHILDREN'S PLAY TOGS
Styles for little boys and girls, you'll find shorts, sun suits, tops, in denims, seersucker, and others.
ONE GROUP VALUES TO 2.50
SALE PRICE... 50¢

BRAND NEW FALL SHOWING BETTER DRESSES
Come take your pick from a lovely group of new dresses... many just unpacked... sparkling new styles in the finest materials... plenty of dressy styles, as well as casual wear and sports... one and two-piece styles... sizes for juniors, misses, women, and half sizes...
ONE GROUP VALUES TO 16.95
SALE PRICE... \$5.55

ONE GROUP VALUES TO 19.95
SALE PRICE... \$7.55

ONE GROUP VALUES TO 24.95
SALE PRICE... \$9.55

ONE GROUP VAL. TO 29.95
SALE PRICE... \$11.55

ONE GROUP VALUES TO 59.95
SALE PRICE... \$15.00

ONE GROUP VALUES TO 14.95
SALE PRICE... \$5.00

REMEMBER THIS NAME AND ADDRESS

Remember, Sale Starts Friday, Oct. 29th at 10 A.M.... Come by Car, Bus, Foot... Hurry Don't Miss It!

LORDS

For The Ladies & Children
STORE HAS BEEN CLOSED SINCE WEDNESDAY IN PREPARATION FOR THIS GREAT SALE!!

8801 SOUTH VERMONT AVE.
Open Friday & Monday 'Til 9 P.M.